

EATING WITH YOUR EYES

GOOD FOOD IS LIKE MUSIC YOU CAN TASTE, COLOR YOU CAN SMELL" CHEF GUSTEAU/ RATATOUILLEE

I don't have to tell you that good food and hospitality go hand in hand. Growing up in a southern household, you learn to make "stick to your ribs" breakfasts at an early age. Biscuits and gravy, bacon, eggs, etc... all the basics.

But once you are elevating your breakfast from one you serve to your family to one you serve to paying customers, your focus shifts. Not only does plating, styling and an extra special recipe make all the difference, but now you are also selling that breakfast visually when someone visits your website or learns about your property online.



All the sudden eating with your eyes becomes a marketing approach that could potentially persuade a future guest to choose your lodging property over someone else's.

Learning how to create a quick appetizing and mouthwatering food photograph can elevate your social media presence and create anticipation for your guests trip to your property.

In the following pages I will teach you how to use your phone to create quick and simple photographs that will sell your delicious breakfasts in the best possible light.

Grab your Phone and a fork.



BEAUTIFUL BREAKFASTS

THE BEST CAMERA IS THE ONE THAT
IS WITH YOU" CHASE JARVIS

01 TOOLS

A few simple tools that you can easily hide behind a buffet or in a cabinet can make all the difference in how often you take photos.

- I use a Google Pixel 6 Pro, 1440x3120 pixels, 50 Mega Pixels
- Any good quality phone with an excellent camera will do
- Light Reflector (5 in one, 4 sides zip up) Amazon
- Dark and light Background set up Amazon
- Cutting boards, plates, tea towels, cups, etc.
- Visit my Website for a link to purchase from my favorites list.
- <https://www.nodandnoshinn.com>

02 LOCATION

Designating an area that has some storage for your tools and close proximity to the kitchen allows for quick no-fuss photo shoots.

- Find an area in your inn with the most natural light possible
- Typically an east facing window
- Place a table in front of it and make sure the table is at the bottom of the sill in order to not BREAK the light as it enters the room.
- Take pictures facing the food or from above with light casting at 90 degrees or from the east or west from your scene
- We want shadows and contrast on our scene or place setting

03 LIGHTING

Finding a area on your property with natural light allows for a no fuss perfect light source every time.

- NO Incandescent light
- Turn off all secondary sources of light but the natural light location
- Soften light with a light reflector or by putting up sheer white or cream drapes so you can easily close or open to allow the right amount of light into the space
- Light is the most important part of your shot.
- I would always lean towards less light than too much. You can also lighten a picture but you can't fix an over processed photo.



“IF IT EXCITES ME, THERE IS A GOOD CHANCE IT WILL MAKE A GOOD PHOTOGRAPH.” ANSEL ADAMS

04 PLATING & STYLING

Food presentation is really just taking a few minutes to think about how you can elevate the guest experience.

- In plating, use the law of 3... items placed in groups of 3 look better than 2 in pictures.
- Try to suggest what kind of ingredients are in your food by adding hints. ie. blueberry muffins with lemon drizzle would have blueberries and lemons in the photo scene.
- Try accents of opposite colors on the color wheel - try yellow next to purple, blue next to orange or red next to green.
- Use layers of texture - napkins, cutting boards, plates, marble slabs.
- The layers of texture and not just color allow for your scene to shine.
- Play with your food!
- Have fun and try everything.....

05 EDITING

This last detail is not to be forgotten. Editing can take a normal photo and elevate it to amazing with just a few clicks.

- Download an editing app if you don't have one on your phone.
- Start with altering contrast and saturation 1st.
- 2nd adjust the shadows, blue tone or warm tone adjustment to make your image neutral, too warm it looks over processed, too cool and make food look unappealing
- Then sharpen your photo and brighten it to make sure the image pops
- Crop Last - Sometimes as you edit you will find the "view of the shot" and you can lose that if you crop 1st.



PLAY WITH YOUR FOOD

“IT’S SO BEAUTIFULLY ARRANGED ON THE PLATE, YOU KNOW SOMEONE’S FINGERS HAVE BEEN ALL OVER IT.” JULIA CHILD



ANNA FLUCKEY

- FOOD PHOTOGRAPHER
- ASPIRING INNKEEPER
- GUEST SERVICE INNOVATOR
- CANVA EVANGELIST



NOD & NOSH
planning, renovation & design

Anna likes to say she is just a cheese salesman’s daughter... But what that really means is that she learned what she knows from following, watching and experiencing. The joy of talking with others, making and serving meals and using cheese to make everything. Hospitality is in her blood and it is an intricate part of what makes her happy, no matter the career path.

Anna has practiced interior design for 25 years, led teams in facilities management as a project manager, and is currently the design-build director for a mid-sized general contractor in Windsor, CO.

But what she is truly passionate about is creating opportunities to help others showcase their hospitality business in the best light. Her need for a creative outlet while managing a family, a career and looking to what the next adventure holds has brought her to food photography.

She believes life is a journey, that we are constantly learning new skills, honing life’s passions and looking to find joy in all aspects of our lives.

It is never too late to learn something new....